



# **Farmers Market Promotion & Retail Grant Program**

## **Tennessee Agricultural Enhancement Program**

### **Application Guidelines - Fiscal Year 2007 - 2008**

#### **A. General Information:**

The purpose of the Farmers Market Promotion and Retail Grant Program is to increase **income to Tennessee farmers by providing assistance for the promotion and/or improvement of farmers markets** in communities throughout Tennessee. Farmers markets provide excellent venues for the sale of locally grown, farm fresh products to consumers.

**Grants are available to qualified Farmers Markets in amounts up to \$10,000. (These funds are available in addition to the Farmers Market Capital Development funds.) Funding is limited and grant requests are competitive.**

The Tennessee Department of Agriculture is providing this opportunity through the Tennessee Agricultural Enhancement Program (TAEP). This initiative is funded through an appropriation for farm programs as proposed by Governor Phil Bredesen and enacted by the Tennessee General Assembly.

<b>Program Timeline</b>	
<b>Application Deadline:</b>	<b>November 1, 2007</b>
<b>Approval Announcement:</b>	<b>November 30, 2007</b>
<b>Project Deadline:</b>	<b>November 1, 2008</b>

#### **B. Eligibility Requirements:**

1. Grant funds are available to publicly owned and operated farmers markets for promotion and certain retail activities.
2. Grants must be issued through public entities such as a city or county government, local Chamber of Commerce, etc. Grants are not available for private individuals, businesses or organizations.
3. Applications must be postmarked no later than November 1, 2007.
4. Projects must be completed and invoices submitted no later than November 1, 2008.
5. Activities must meet all state and local building, food safety, and regulatory requirements.

#### **C. Eligible Activities**

Proposed activities must serve to improve or expand the sales at the farmers market through the following activities:

- 1. Promotion & Advertising**, including but not limited to:
  - a. print media
  - b. radio
  - c. television
  - d. approved advertising projects must interface with TDA promotional campaigns (i.e., include Pick Tennessee Products logo and/or website)
- 2. Public Use Considerations**, including but not limited to:
  - a. central heat and air
  - b. concession areas
  - c. handicap accessible
  - d. lighting
  - e. parking areas
  - f. restroom facilities
- 3. Marketing**, including but not limited to:
  - a. brochures
  - b. direct promotions
  - c. maps
  - d. signs and posters
  - e. website development
  - f. special events (on-site)
  - g. Educational scholarships (up to \$200) for market managers, staff and/or vendors to attend the Annual Meeting of the Tennessee Farmers Market Association. Eligible costs include mileage, meals, registration fees and lodging per the state's travel regulations.
- 4. Retail Considerations**, including but not limited to:
  - a. counters
  - b. loading dock
  - c. refrigeration equipment
  - d. shelters
  - e. shelving
  - f. shopping carts
  - g. table
- 5. Ineligible costs include**, but are not limited to,
  - a. Administrative and overhead costs
  - b. Community Festivals
  - c. Give-a-way items
  - d. Motorized vehicles (golf carts, lawn mowers, tractors, etc.)
  - e. Paying off existing debt
  - f. Purchase of property
  - g. Travel and other travel expenses related to the day-to-day operation of the organization (with the exception of Tennessee Farmers Market Association Annual Meeting Scholarship).

- h. Salaries, wages, and fringe benefits of employees

#### **D. Application Process**

1. Complete and submit **TAEP Farmers Market Promotion and Retail Grant Application** by the postmark deadline of November 1, 2007. Applications are available through the Tennessee Department of Agriculture Market Development office at (615) 837-5349 or via e-mail at Laura.Fortune@state.tn.us.
2. The application will be evaluated and ranked by a staff committee of Tennessee Department of Agriculture and the applicant will be notified of their approval or disapproval for grant assistance. **Only projects that are approved in advance by TDA will be eligible for grant assistance.** Approved projects must be completed and invoices submitted by the project deadline.

#### **E. Application Evaluation Criteria**

Only applications that are complete and include sufficient information will be considered for evaluation. Important considerations will be the overall soundness of the proposed activity's goals, objectives, local commitment, project management and work plan. As part of the evaluation process, a meeting with the applicant and/or a visit to the applicant's enterprise may be required. Priority will be given to projects that:

1. Describe your proposed project(s).
2. Indicate how the project(s) will benefit your market's vendors and help increase their farm income.
3. Describe plan of work including time line for the proposed project(s). Note that projects must be completed and invoices submitted by November 1, 2008.
4. Provide a detailed, line-item budget for the proposed project(s).

#### **F. Tennessee Department of Agriculture reserves the right to:**

1. Consider each funding request on a case by case basis
2. Reject any or all requests
3. Provide partial funding for specific activity components that may be less than the full amount requested
4. Provide funding contingent on receiving additional information or testimony from the applicant
5. Waive or modify minor irregularities in requests
6. Require the applicant to work with the Tennessee Department of Agriculture to complete all aspects of the application and reporting requirements

### **G. Contract Process**

1. A Grant Contract will be issued by TDA for each approved application. Funding is not considered approved until the applicant receives an approval letter and a fully executed copy of this signed contract. The Grantee will be required to submit various information including Substitute W-9 and ACH (Automated Clearing House) forms.
2. **Any changes to the executed contract**, including changes to the approved budget, must be approved in advance and in writing by TDA.
3. The staff of TDA will monitor and evaluate each funded activity. TDA reserves the right to make site visits relating to the performance of the activity during and following completion.

### **H. Reporting Requirements**

Following the completion of the approved grant activity, the applicant will complete a **Project Summary** and return it to TDA. The format of this report will be specified by TDA. This report must include:

1. Activity Summary
  - a. Brief description of the completed activity and its objectives
  - b. Financial impact of activity to farm income and the community
  - c. Other benefits of the activity
2. Documentation (if applicable)
  - a. Receipts of actual expenses as outlined in activity budget
  - b. Photographs of activities, equipment or facilities, built, purchased and/or installed
  - c. Copies of marketing materials prepared and/or purchased
3. Forms
  - a. Invoice for actual amount of reimbursement based on amount authorized
  - b. The invoice must clearly relate each expenditure to corresponding approved items in the application

### **I. Payments**

Following TDA review of the materials submitted, and if no additional information or site visits are required, the Department will process payment to the applicant.

### **J. Contact Information:**

Please direct any questions concerning this program to:

Laura Fortune, Marketing Specialist – Farmers Market Program  
Tennessee Department of Agriculture  
P.O. Box 40627, Holeman Building  
Nashville, TN 37204  
(615) 837-5349  
Laura.Fortune@state.tn.us  
**[www.picktnproducts.org](http://www.picktnproducts.org)**



# Farmers Market Promotion & Retail Grant Program

## Tennessee Agricultural Enhancement Program

### APPLICATION - FY2007-2008

(Please Type or Print Legibly)			
Date:		Office Use Only – Date Received	
<b>APPLICANT INFORMATION</b>			
Title of Activity:			
Farmers Market:			
Contact:		Title:	
Address:		County:	
City:		State:	Zip:
Phone:		Fax:	
E-mail:		Website:	
<b>PUBLIC ENTITY SUBMITTING GRANT APPLICATION</b>			
Public Entity:			
Contact:		Title:	
Address:		County:	
City:		State:	Zip:
Phone:		Fax:	
E-mail:		Website: www.	
Federal Tax ID Number:			
Type of Organization: <input type="checkbox"/> Government <input type="checkbox"/> Educational <input type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit <input type="checkbox"/> Other_____			
<b>SUMMARY INFORMATION-EXISTING MARKETS</b>			
# of Vendors:		Total Annual Vendor Sales:	
# of Farm Product Vendors:		Total Annual TN Farm Product Vendor Sales:	
# of Vendors of TN Farm Products:		Annual Farm Product Vendor Sales generated from TDA Market Development assistance (PTP promotions):	
# of Farmers Market Employees	Full-time:	# of Farmers Market Volunteers:	
	Part-time:		
<b>NARRATIVE &amp; BUDGET</b>			
<p>On separate paper (no more than 2 pages) provide the information requested below. It is important to give your answers in detail. This is the primary information the selection committee will have in their efforts to decide which proposals are funded. Incomplete applications will not be considered for evaluation.</p> <ol style="list-style-type: none"> <li>Describe your proposed project(s).</li> <li>Indicate how the project(s) will benefit your market's vendors and help increase their farm income.</li> <li>Describe plan of work including time line for the proposed project(s). Note that projects must be completed and invoices submitted by November 1, 2008.</li> </ol>			

4. Provide a **detailed, line-item budget** for the proposed project(s). Indicate which items will be involved in grant funding. Use separate or additional sheets if needed, maintaining format below. Written quotes showing cost may also be used to document expenses.

Item Description	Cost	TAEP Fund Request
<b>Totals:</b>		
<b>Total Request for Funding:</b>		

*I certify that all the information on this application is complete and true to the best of my knowledge and belief.  
I understand that providing any false, fraudulent, or misleading information may result in penalties and/or make this organization ineligible to participate in present and/or future Tennessee Department of Agriculture programs.*

Contact Signature

Date

**Mail to:**

**TN Dept. of Agriculture  
Attn: Laura Fortune  
P.O. Box 40627  
Nashville, TN 37204**

**Applications must be postmarked by:**

***November 1, 2007***

**Contact:**

**Laura Fortune  
Marketing Specialist –  
Farmers Market Program  
(615) 837-5349  
Laura.Fortune@state.tn.us**

**OFFICE USE ONLY**

Date Approved:

Amount Approved:

Notes: